

# Glazed Brise Soleil



## Marks & Spencer Cheshunt

This is not just any entrance way...it's an M & S entrance way

Manufactured by NES for Lyons, Sleeman and Hoare's nationwide redevelopment of the M & S stores. It features a glazed aluminium Brise Soleil system, which incorporates seamlessly into the Kingspan and Terracotta cladding.

The effect is to set a different expectation on entering the supermarket. Instead of an unpleasantly artificially lit and air conditioned environment, customers are greeted with a flood of natural light.

The result is strong on brand associations. M&S has spent large in defending a brand position as a quality supplier with a conscience. Those brand values are subtly upheld by the quality of the finished roof – a difficult technical challenge, but, like a good climb, worth the effort for the view.



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